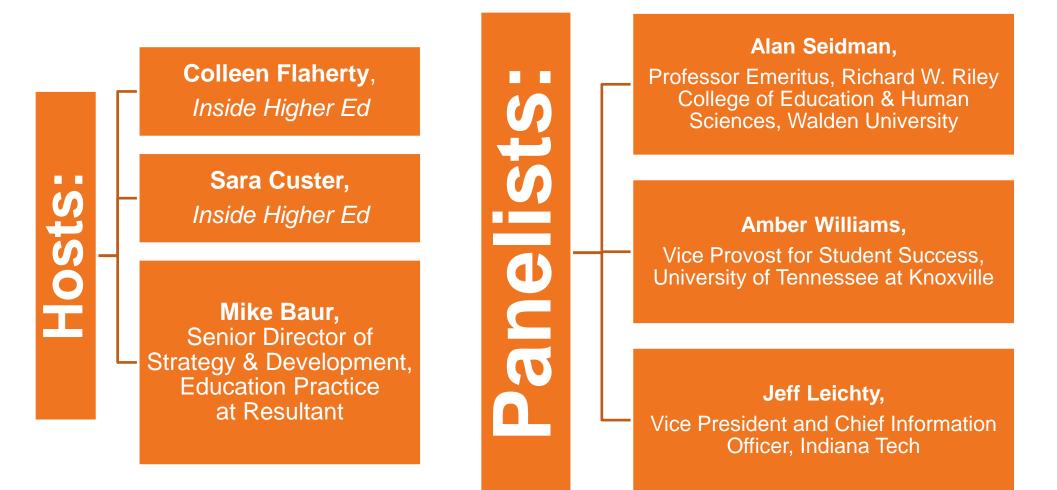**Cracking the Retention Code: How Data and AI Are Helping Shape Student Success**

12.3.2024, 2 p.m. Eastern

Webcast| Cracking the Retention Code:
How Data and AI Are Helping Shape Student Success

Hosts:

Colleen Flaherty, *Inside Higher Ed*

Sara Custer, *Inside Higher Ed*

Mike Baur, Senior Director of Strategy & Development, Education Practice at Resultant

Panelists:

Alan Seidman, Professor Emeritus, Richard W. Riley College of Education & Human Sciences, Walden University

Amber Williams, Vice Provost for Student Success, University of Tennessee at Knoxville

Jeff Leichty, Vice President and Chief Information Officer, Indiana Tech

IHE Inside Higher Ed

Retention in 2024

June 27, 2024

Persistence and Retention Rates Exceed Pre-Pandemic Levels

New data show the highest persistence and retention rates in a decade, with Black students at public four-year colleges boasting especially high year-over-year increases.

By Johanna Alonso

Persistence and retention rates have recovered from losses in 2020.

mediaphotos/iStock/Getty Images Plus

National Student Clearinghouse Research Center's Persistence and Retention report

Retention:
68.2% of students who started college in Fall 2022 returned to that institution in Fall 2023 (+1 pp)

Persistence:
76.5% of students who started college in Fall 2022 returned to any institution in Fall 2023 (+0.8 pp)

Other findings:
•Community colleges, public 4-year institutions have seen some of the biggest retention gains in the last decade
•Full-time retention at public 4-year institutions has surpassed that at private nonprofit 4-years since 2018
•Institutions continue to retain Hispanic, Black, and Native American students at lower rates

Inside Higher Ed

Why Students Leave

Report: Cost of College, Stress Pushes Students to Consider Stopping Out

New survey data identifies trends among students who left college and those who are still enrolled but seriously consider leaving.

By Ashley Mowreader

Student survey data shows the cost of college can be a barrier to learners' completion, graduation and overall student success.

Kameleon007 / iStock / Getty Images Plus

Ipsos/Sallie Mae poll

Top reasons students had considered stopping out/were otherwise at risk (n=1,029):
1. Financial challenges (30%)
2. Motivation or life changes (24%)
3. Mental health challenges (18%)

Top reasons students did stop out (n=427):
1. Financial challenges (48%)
2. Motivation or life changes (42%)
3. Academic challenges (26%)

What stopped-out students said would have helped:
- Additional financial resources (41%)
- More flexible class schedules (20%)
- Additional mental health resources (20%)

*64% of main sample had never considered leaving college

Inside Higher Ed

Building a Retention Strategy

10 Reasons You May Not Reach Retention Goals

Thomas J. Thomas identifies common pitfalls in retention efforts.

By Thomas J. Thomas

FatCamera/e+/Getty Images

Thomas J. Thomas on boosting retention:

- No one-size-fits all answer; each institution needs a custom, comprehensive, campus-wide strategic plan
- Build on a strong foundation of effective academic advising, academic support
- Have a robust early-alert system
- Retention efforts must be distinct from general student success efforts: "How can we turn student success into increased retention?"
- Don't discount programs already in place: "Are the programs and services being utilized to their capacity?"
- Don't pay attention to retention only when institution is struggling
- Create a campus-wide retention task force

Boosting Retention at Coppin State

● September 13, 2023

In-State Tuition for Out-of-State HBCU Aspirants

Students who want to attend a historically Black college but have no options in their home states can attend two Maryland HBCUs and pay in-state prices starting next fall.

By Sara Weissman

Coppin State University is one of two HBCUs in Maryland that will offer in-state tuition to students in states with limited access to HBCUs, including California, Alaska, Wyoming and Idaho, among others.

Coppin State University

*Additional source: Hanover Research, "Increasing Higher Ed Student Retention and Preventing Drop-Out" (2024)

To boost FY retention from 66% (2017) to 74% (2023), Coppin State*:

- Built Eagle Achievement Center as a "one-stop shop" for academic advising, writing and math help, mental health counseling, veteran student programming and more
- Increased housing
- Established a campus-wide retention dashboard
- Added new academic programs

Other actions:

-Extended in-state tuition to students with no HBCUs in their home states in 2024, after finding lower retention rates among out-of-state students (financial aid dollars exhausted by junior year, on average)

-Boosted re-engagement with "Reimagine Yourself at Coppin" campaign

Building a Culture of Evidence

Data-Based Decisions Tip: Convene Regular Data Meetings

Student success advocates at the University of Kentucky have built a culture of evidence through weekly data meetings. Here's how they do it, plus pointers for organizing data meetings on your campus.

By Colleen Flaherty

Getting administrators, faculty and staff members to speak the language of student success data is of course easier said than done. One thing that's helped the University of Kentucky adopt that common tongue? Holding weekly, open-door data meetings focused on retention.

University of Kentucky

"These days, there's simply too much information readily available about students' experience and their success to not take advantage of it to monitor, derive insights about what's working and for whom, and inform action. Routine data at the institution, program and course levels—including semester-to-semester retention, grades in gateway courses, learning analytics, student engagement survey and climate results, student involvement levels, advising visit rates, among others—should be tapped for insights about what needs attention. Student success efforts must be centered on data."

—Jillian Kinzie, associate director of the National Survey of Student Engagement at Indiana University at Bloomington's School of Education

IHE Inside Higher Ed

Panel Discussion

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Sponsor Chat

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Sara Custer,
Editor-in-Chief, *Inside Higher Ed*

Audience Q & A

Thank you!

Check out our Student Success news hub here:
https://www.insidehighered.com/news/student-success